

Tereza Vondráková

Bachelor thesis: Media Policy of Council of Europe Focusing on the New Media – Abstract

Bachelor thesis “Media Policy of Council of Europe Focusing on the New Media“ summarizes all crucial documents concerning new media that have been adopted by Council of Europe. Council of Europe’s main concern is protection and promotion of human rights and freedoms. One of its tasks is a surveillance of media and its evolution. Permanent technological development has major influence on media landscape and leads to new communication platforms. Council of Europe decided to examine those platforms to decide whether they can be included among other media. And therefore if they could have the same responsibilities and rights as the traditional media. Bachelor thesis focuses on description of Council of Europe and its status as an international organization. First part of the thesis addresses the explanation of terms new media and social networks. Second part of the thesis describes media policy of Council of Europe from its very beginning and emphasizes interesting historical events concerning new media. Internet and new media as whole are the crucial issues of the last part of this bachelor thesis which analyses documents adopted by Council of Europe in different fields such as new notion of media, internet governance, private data protection, social networks and search engines. Conclusion of the thesis analyses impact of adopted texts on international media policy with regard to their practical use.